TOYS
1945
F.A.O. Schwarz
ESTABLISHED 1862
FTH AVENUE AT 58th STREET, NEW YORK 22
ES. 30 NEWBURY ST. BOSTON 16, MASS. • 44 ST
ARDMORE, PA.

There's Peace on Earth
THIS CHRISTMAS

We've celebrated V-E Day and V-J Day and every day we welcome home more of our boys with a depth of gratitude for an heroic job superbly done. But they want, as we want, to forget the war and get back to the joys of peace-time living—to a real old fashioned Christmas, with toys and games and happy family groups around the Christmas tree.

What difference does it make if there's still a shortage of the kind of toys and gifts we would prefer to give. Priority metals, materials and plastics have not been released in time.

THE LEADING TOY MAKERS SAY—

The A. C. Gilbert Company
"Have neither labor nor material for civilian goods."

The Lionel Corporation
"Boys and Girls will have to wait for trains and other metal toys."

President Toy Manufacturers
"The overall production will be very limited this year."

Substance of typical Manufacturers reply to survey
"Since we will have to procure and train new labor, move machinery and equipment, production will be very limited this year."

Read what the leading toy manufacturers say about that.

But regardless of that, Christmas will be Christmas without toys. Let's buy what there are—you'll find all of the best available in this F. A. O. Schwarz Catalogue and celebrate Christmas this year as we've long wanted to.

Just a word of caution though—BUY EARLY. Peace time is still so new that there has not been the opportunity to gear the toy business in time to make enough for everyone this Christmas. So TODAY is the best time to send in your order.

TRANSPORTATION HAS AN ALL-OUT JOB TO DO

DELAYS IN CIVILIAN EXPRESS, FREIGHT AND PARCEL POST ARE INEVITABLE

TO AVOID DISAPPOINTMENT ORDER EARLY...ORDER NOW

THERE just isn't enough rolling stock—there just isn't enough help to promptly transport everything that post-war requirements demand and at the same time lend much of a helping hand to a hard pressed Santa Claus. Even so it's pretty hard to explain to little boys and girls why Santa didn't get around in time for their Christmas. So order early.

We sent a photographer to take pictures of the express, freight and parcel post situation as it now exists. These pictures, above, are the result—piles of goods backing up beyond day-to-day capacity to handle. And along in November and December indications are that conditions will be pr worse. So order now!

No orders from this catalogue accepted *after* November 24.

Because of shortages of merchandise and help, the overloc portation problem and a greatly increased demand for S Toys, we have been forced to set November 24th as the fin filling orders from this Catalogue. But make our job easier your greater satisfaction by ordering as much ahead of that as possible order now.

No price listed herein exceeds the ceiling price as determined under the applicable O.P.A. Maximum Price Regulation.

F.A.O. Sch